Philip Morris USA

March 1, 1976

Corporate ad

(illustration)

Much more than America's
fastest-growing family of cigarettes...

(illustrations)

Philip Morris

...is also two of the fastest-growing brands of beer. Plus razor blades, packaging, paper, specialty chemicals, real estate development and homebuilding.

Philip Morris is strongly diversified, generating more than $3 billion in sales annually.

As for cigarettes: Marlboro, the world's number one seller, is one of 175 brands we market in 160 countries. Our 1975 share of the U.S. market was 23.6%, up from 22.5% in 1974 and 9.8% in 1964.

Philip Morris Incorporated

Frank Saunders
John McCulley
Bob Tracey
[illegible]
J Benson

w on TV